

The diagram illustrates the evolution of the value chain across four stages: Genesis, Custom Built, Product (+ rental), and Commodity (+ utility). The vertical axis represents the Value Chain, ranging from Invisible at the bottom to Visible at the top. The horizontal axis represents the Evolution of the business model.

Key components and nodes include:

- Genesis:** Online Image Manipulation, Online Photo Storage, and a cluster of three red circles labeled **+Worth**. A red box labeled **Here?** is positioned near the Online Photo Storage node.
- Custom Built:** Customer, Print, and Web Site nodes. A red box labeled **Here?** is positioned near the Customer node.
- Product (+ rental):** CRM, Platform, and Compute nodes.
- Commodity (+ utility):** Data Centre, Power, and a cluster of two red circles labeled **+Inertia** and **+efficiency**. A red box labeled **Here?** is positioned near the Platform node, and another red box labeled **Here?** is positioned near the Compute node.

Connections and Trends:

- Solid lines connect the nodes, showing the flow of the value chain.
- Dashed red lines with arrows point from the Online Image Manipulation and Online Photo Storage nodes in the Genesis stage towards the Platform and Compute nodes in the Product stage.
- Thick black vertical bars are placed between the Product and Commodity stages, indicating a transition or barrier.

The top right corner is labeled **Industrialised**.

What will you learn?

This workshop will teach you how to build and compare business strategies.

Summary of all the steps in this workshop (Strategy Cycle)

1. Imagine your team celebrate a successful year
2. Write a customer, a need, and dependencies
3. Draw a map
4. Locate the dependency on the evolution axis
5. Add climatic patterns
6. Add doctrine
7. Add gameplay
8. Decide on actions
9. Take actions

1. Imagine your team celebrates a successful year

Set up a 45 minutes session with your team and together imagine a celebration that everyone is part of. Write down who is there, what are they celebrating, how do they feel, when is it happening, and why are they there. You can start the session in 5 minutes meditation.

At the end of the session, write down a shared celebration that everyone on the team is part of and share it with other teams. Congrats! You just created a shared true north for the team.

2. Write down a customer, need, and dependency

Steps:

1. write down name of a customer.
2. Write one need of this customer.
3. Write a few things that are needed to meet this need.

Example:

1. User: software engineer.
2. Need: build a web site.
3. Dependencies: choose a technology, learn how to use it, build a web site, test it, deploy it, maintain it.

3. Draw a map

TODO: add drawing

4. Locate the dependency on the evolution axis

TODO: add drawing

References:

- [Evolutionary Characteristics. text format](#)
- [Evolutionary Characteristics. image format](#)

5. Add climatic patterns

TODO: add drawing

References:

- [Climatic Patterns. text format](#)
- [Climatic Patterns. image format](#)

6. Add doctrine

TODO: add drawing

References:

- [Doctrine. text format](#)
- [Doctrine. image format](#)

7. Add gameplay

TODO: add drawing

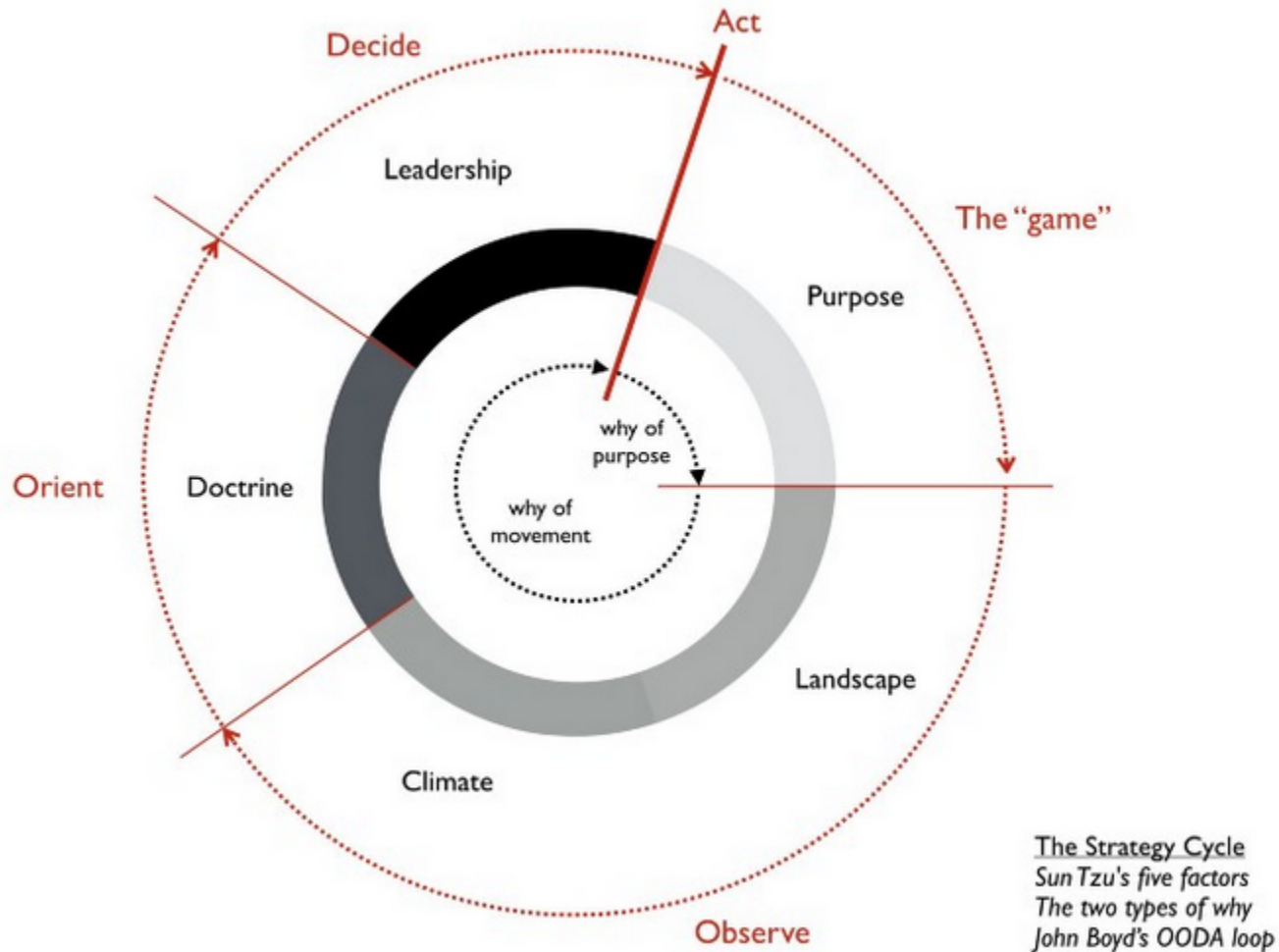
References:

- [Gameplay. text format](#)
- [Gameplay. image format](#)

8. Decide on actions

9. Take actions

Here is the cycle you went through:



Repeat the cycle

Repeat this strategy cycle with the team every few weeks.

Next Steps

Take the [Strategy Assessment](#)